Table 3: Data Cleansing - Parse, Standardize, and Correct

Input Record	Output Record
Maggie.kline@future_electronics.com Maggie Smith-Kline phd FUTURE Electronics 5/23/03 101 6th ave manhattan ny 10012 00112436	Salutation: Ms. First name: Maggie Last name: Smith-Kline Postname: Ph. D. Match standards: Margaret, Magdalena, Magnolia Company name: Future Electronics Address 1: 101 Avenue of the Americas City: New York State: NY ZIP+4: 10013-1933 Email: maggie.kline@future_electronics.com SSN: 001-12-4367 Date: May 23, 2003

Next, normalize and format the parsed data according to business rules and third-party referential data.

5. Cleansing

After standardization, verify and cleanse the data according to business rules and third-party referential data.

6. Enhancing

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